Integrating the Interconnected World™

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Company Background

- **Best-of-Breed Data Integration Products**
- **Redefining the Economics of Data Integration**
- **Private Austin-Based Company with over 120 Employees**
- **Office in UK; Distribution Partners Around the World**
- **40%-Plus Top-Line Growth: Always Profitable**
- **No External Funding**
- **No Debt**

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Customers

- **Over 40,000 customers with 110,000 licenses shipped.**
- **Used in 75% of the Fortune 100, as well as Federal & State agencies.**
- **Adopted by many consulting firms, including AMS, EDS, PricewaterhouseCoopers, Deloittes & Touche and IBM Global Services.**
- **Embedded by many ISVs, including AMS, Mercury Interactive, Compuware and Group1.**
- **Marketing partnerships include IBM and Salesforce.com.**

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Some DOD Customers

· AF Training Command Randolph AFB, TX	· National Guard Readiness Center, Arlington
· Army Training Support Center, Fort Eustis, VA	· Naval Postgraduate School
· Brooks AFB, San Antonio	· NAVSEA, Mechanicsburg
· CC Army Depot	· NAVSEA, San Diego
· DISA	· NCTAMS LANT
· DLIS, Battle Creek	· NSWC, Port Hueneme
· DMSO	· NUWC, Newport, RI
· Gunter Annex, Montgomery, AL	· SPAWAR Sys Ctr, San Diego
· JWAC	· University XXI
· March AFB, CA	· US Coast Guard, C&C Engineering Center,
· MCAS, Yuma, AZ	· USMC Systems Command, Quantico, VA
· MD Procurement Office	· USN PWC, Yokosuka
· Military Sealift Command	

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History of Innovation - First to market

- **Languages for Data Integration (DJ Integration Language, CXL, WXL)**
- **Visual Parser for Binary/EBCDIC Mainframe Data**
- **Tightly Blend/Weave Data and Metadata Thoroughly into Mapping**
- **“Data Metering” Patent Issued (Data Meter™)**
- **Event-Driven Approach to Transformation (Patent Pending)**
- **Visual XML Transformation Tools**
- **Support for Full Range of XML Metadata**
- **ETL with Full DBCS Unicode Support**
- **Cross-Format Metadata Handlers/Browsers**
- **“Auto/Best-Fit” Conflict-Resolution During Source-to-Target Mapping**
- **Easy, Visual Process Automation for ETL Processes (Process Designer)**

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Reviews/Awards

- **EAI Journal:** ***Three Best Application Integration Solutions*** **Oct 2002**

- **InfoWorld:** ***100 Most Innovative Companies Award*** **Nov 2002**
  In association with Emory University's Winship Cancer Institute

- **META Group's SPEX:** ***Product of the Month*** **July 2001**

- **Intelligent Enterprise:** ***Readers' Choice Award*** **(5 years in a row)**
  Company to Watch Award **- 2002**

- **eWeek:** ***Analyst's Choice*** **(2 years in a row)**

- **DM Review:** ***Data Warehouse 100*** **(3 years in a row)**

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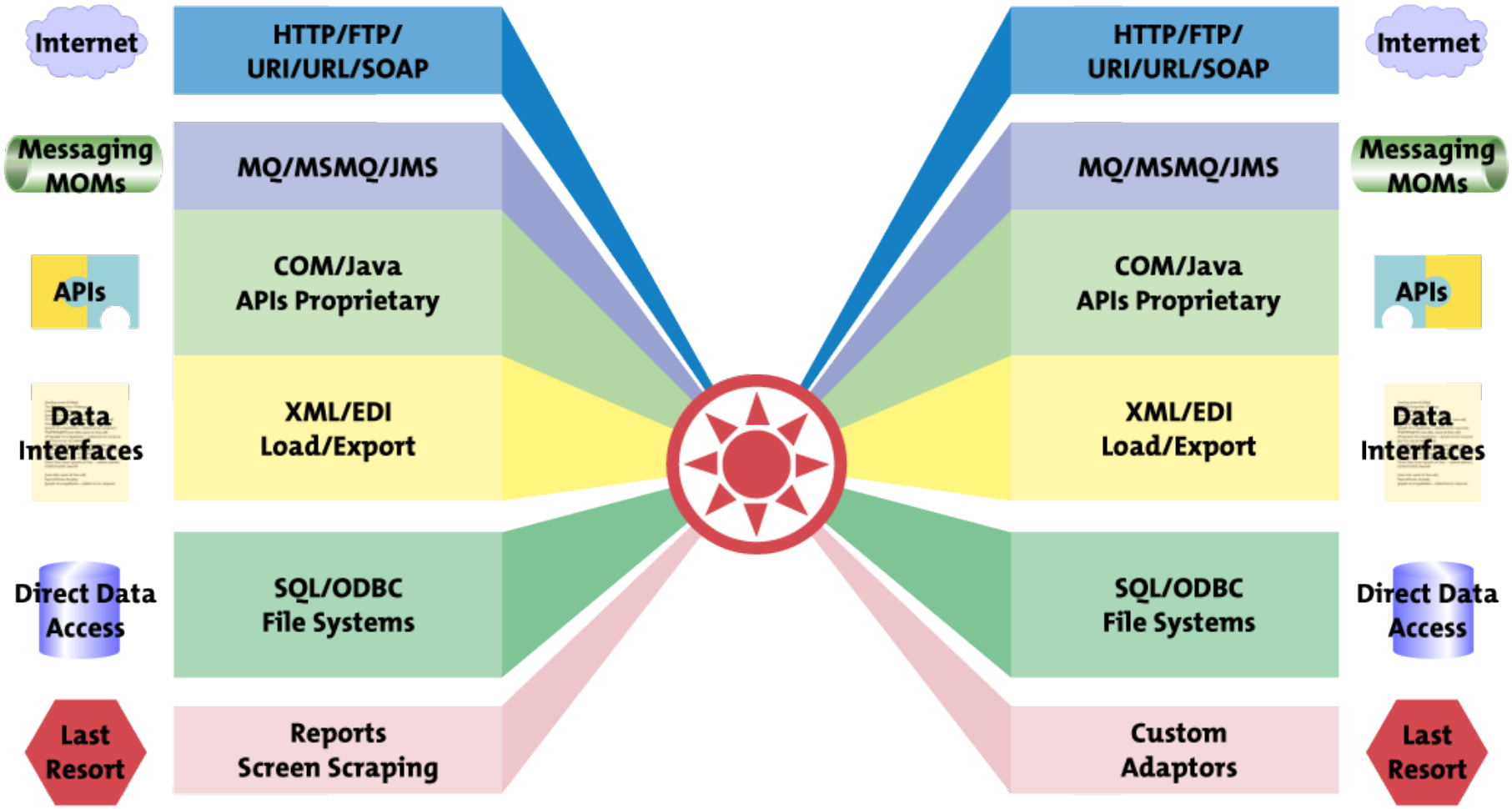
The Data Integration Challenge



Diversity of Architectures, Protocols, Formats and Transaction Intervals

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The Integration Challenge

• "Data definitions usually vary from company to company — or even with-in a single company. That's the bigger problem than being technically able to pass data from one system to the other."
— *CIO*
January 15, 2002.

• "Lack of technologies and products to dynamically mediate discrepancies in business semantics will limit the adoption of advanced Web services for large public communities whose participants have disparate business processes."
— Gartner Research
February 28, 2002

• "The real interoperability issues in network-centric operations are no longer at the link level. They're at the data level."
— John Osterholz, DoD
Government Computer News, September 23rd, 2002

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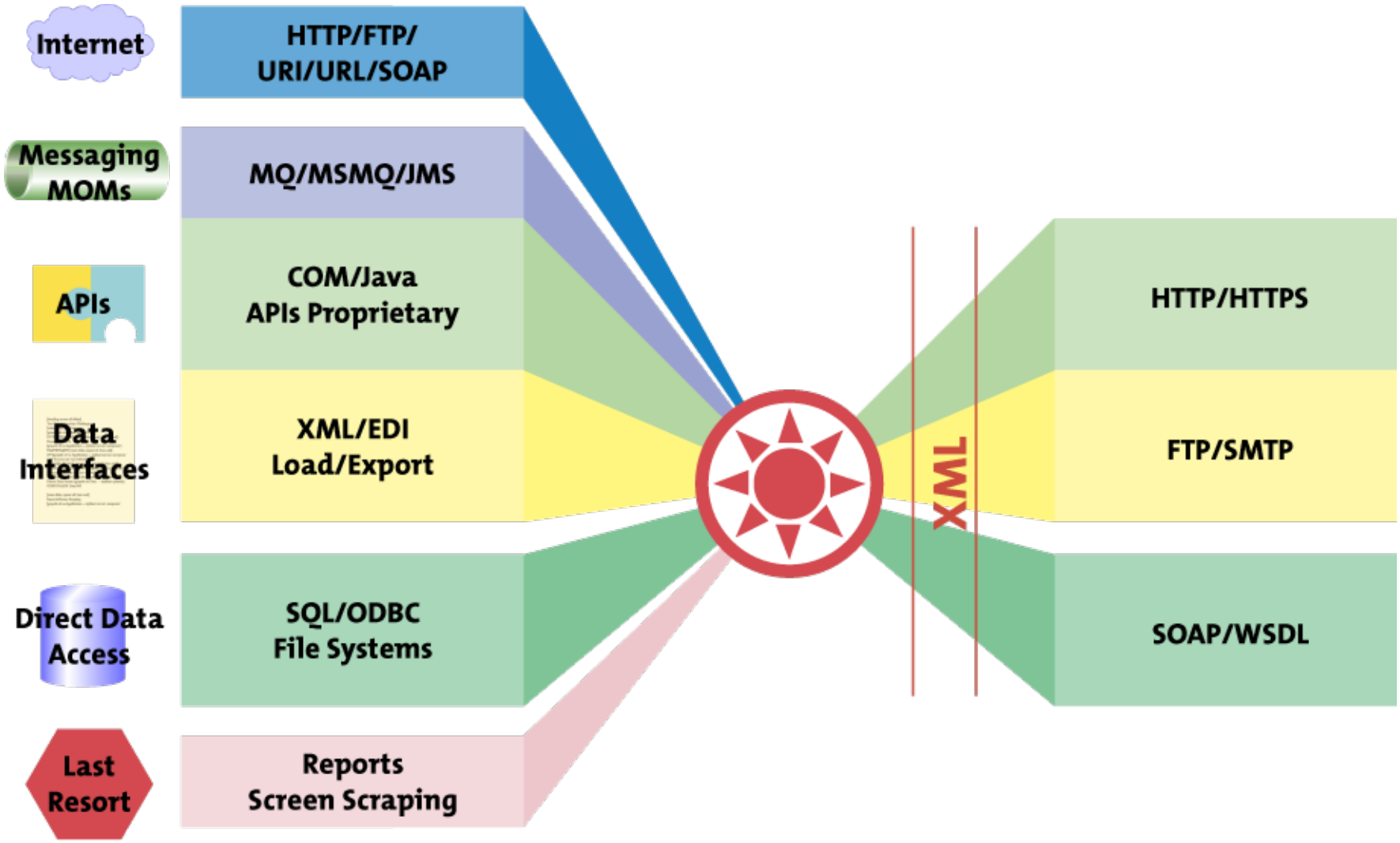

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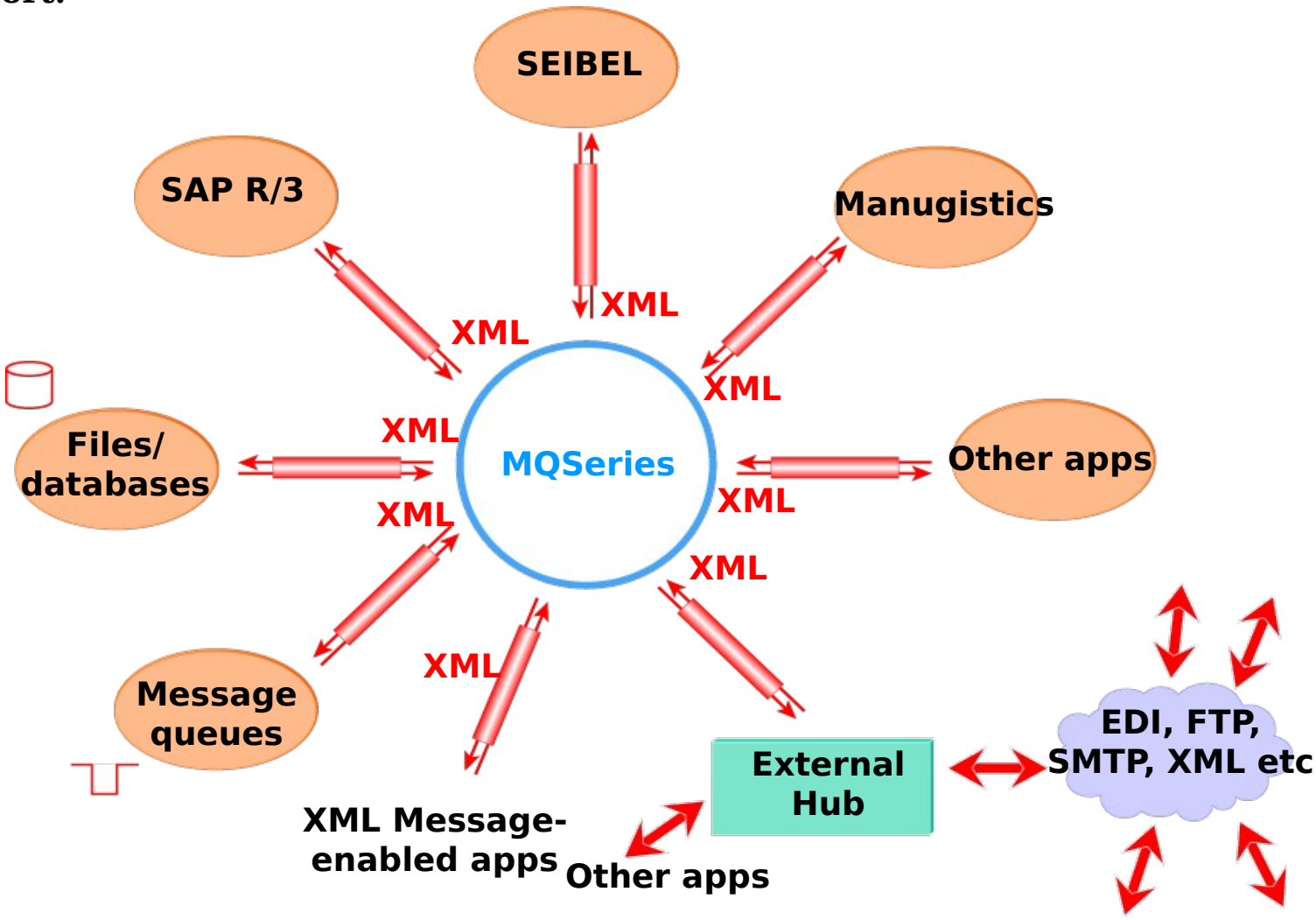
Global DAI scenario

Onramp/offramp – abstraction layer between applications and messaging transport.



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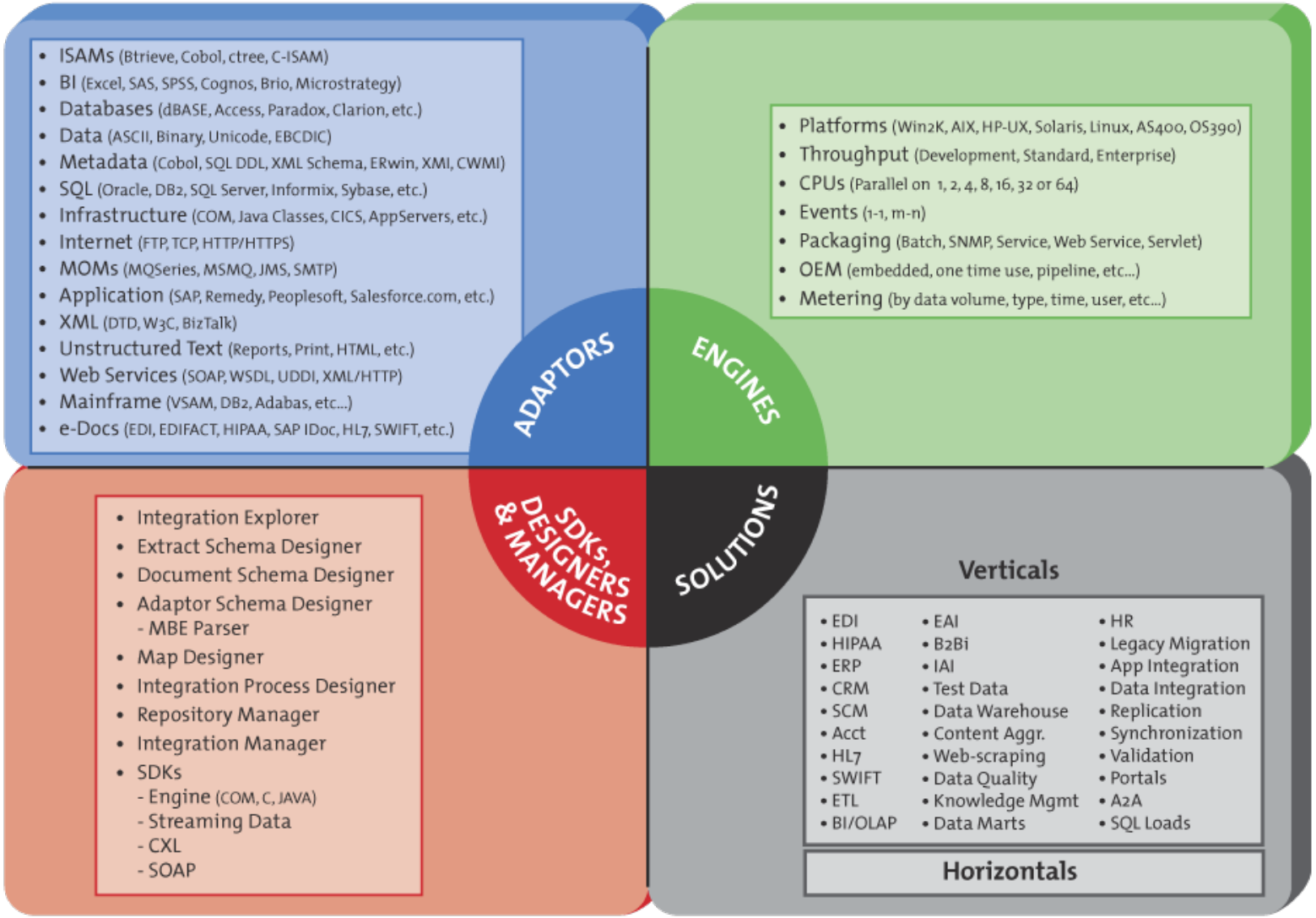
Data Junction IPRs


ADAPTORS
ENGINES
SDKs, DESIGNERS & MANAGERS
SOLUTIONS
• ISAMs (Btrieve, Cobol, ctree, C-ISAM)
• BI (Excel, SAS, SPSS, Cognos, Brio, Microstrategy)
• Databases (dBASE, Access, Paradox, Clarion, etc.)
• Data (ASCII, Binary, Unicode, EBCDIC)
• Metadata (Cobol, SQL DDL, XML Schema, ERwin, XMI, CWMI)
• SQL (Oracle, DB2, SQL Server, Informix, Sybase, etc.)
• Infrastructure (COM, Java Classes, CICS, AppServers, etc.)
• Internet (FTP, TCP, HTTP/HTTPS)
• MOMs (MQSeries, MSMQ, JMS, SMTP)
• Application (SAP, Remedy, Peoplesoft, Salesforce.com, etc.)
• XML (DTD, W3C, BizTalk)
• Unstructured Text (Reports, Print, HTML, etc.)
• Web Services (SOAP, WSDL, UDDI, XML/HTTP)
• Mainframe (VSAM, DB2, Adabas, etc...)
• e-Docs (EDI, EDIFACT, HIPAA, SAP IDoc, HL7, SWIFT, etc.)
• Platforms (Win2K, AIX, HP-UX, Solaris, Linux, AS400, OS390)
• Throughput (Development, Standard, Enterprise)
• CPUs (Parallel on 1, 2, 4, 8, 16, 32 or 64)
• Events (1-1, m-n)
• Packaging (Batch, SNMP, Service, Web Service, Servlet)
• OEM (embedded, one time use, pipeline, etc...)
• Metering (by data volume, type, time, user, etc...)
• Integration Explorer
• Extract Schema Designer
• Document Schema Designer
• Adaptor Schema Designer
- MBE Parser
• Map Designer
• Integration Process Designer
• Repository Manager
• Integration Manager
• SDKs
- Engine (COM, C, JAVA)
- Streaming Data
- CXL
- SOAP
Verticals
• EDI
• HIPAA
• ERP
• CRM
• SCM
• Acct
• HL7
• SWIFT
• ETL
• BI/OLAP
• EAI
• B2Bi
• IAI
• Test Data
• Data Warehouse
• Content Aggr.
• Web-scraping
• Data Quality
• Knowledge Mgmt
• Data Marts
• HR
• Legacy Migration
• App Integration
• Data Integration
• Replication
• Synchronization
• Validation
• Portals
• A2A
• SQL Loads
Horizontals

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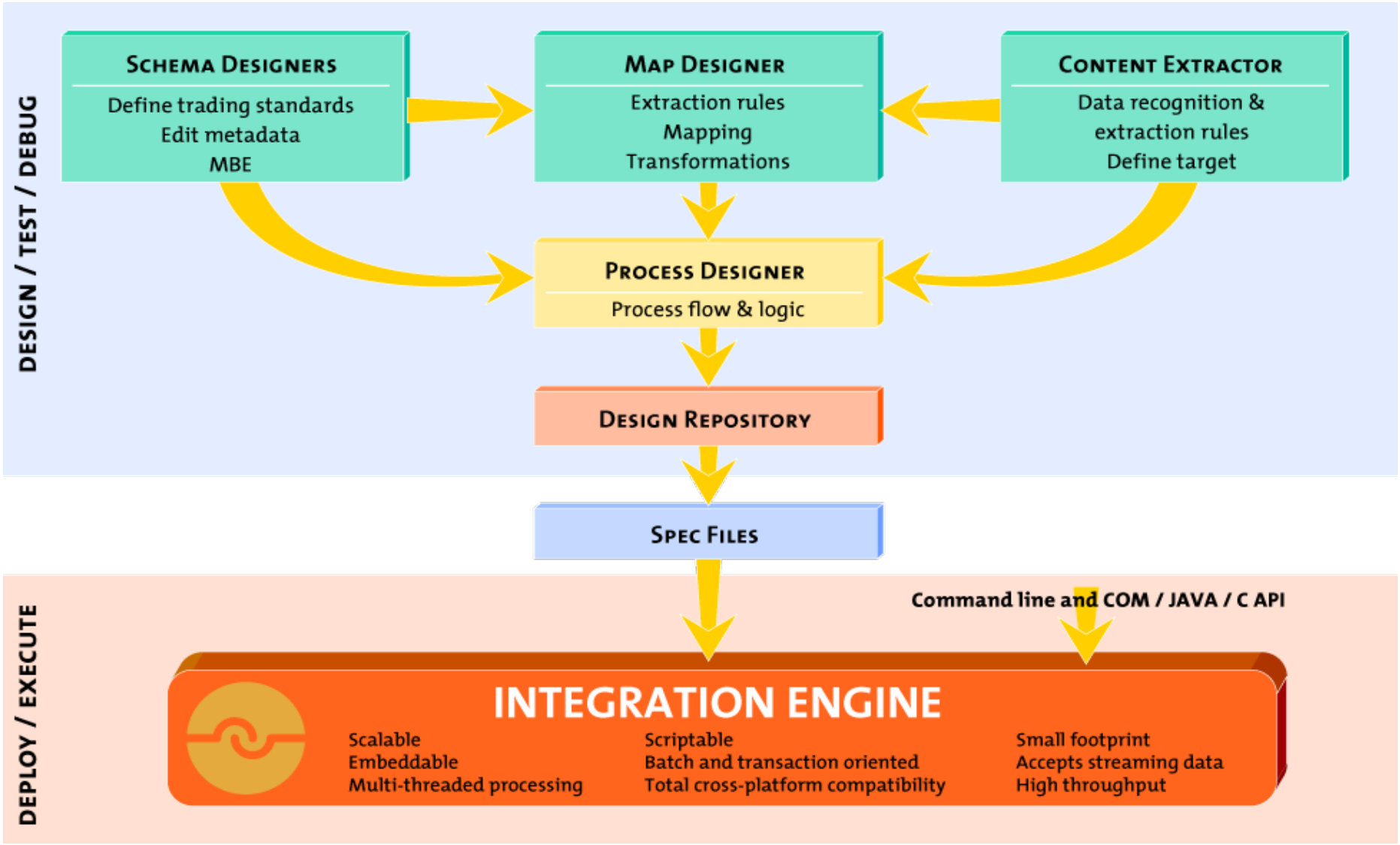
Product Overview



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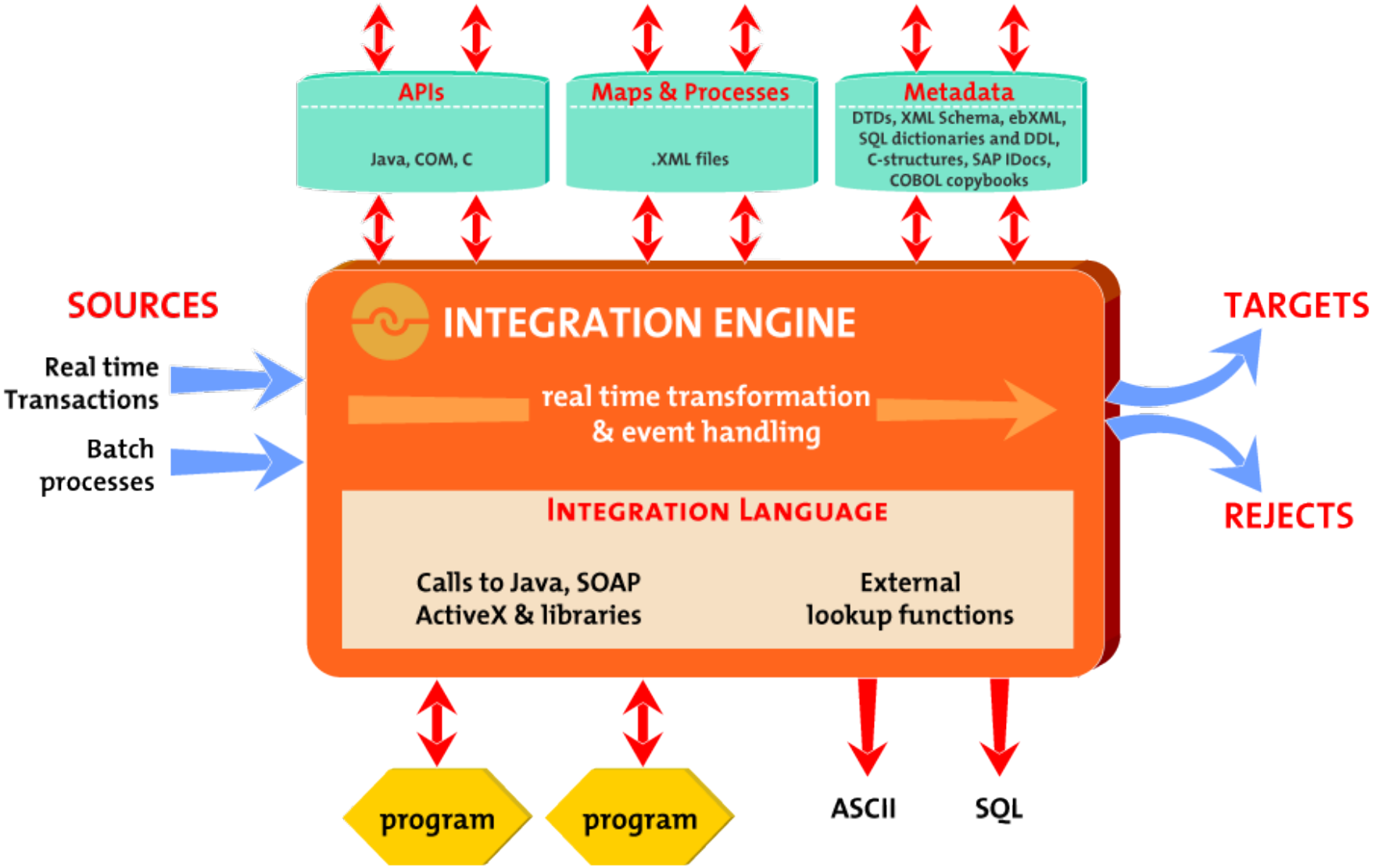
Open Architecture



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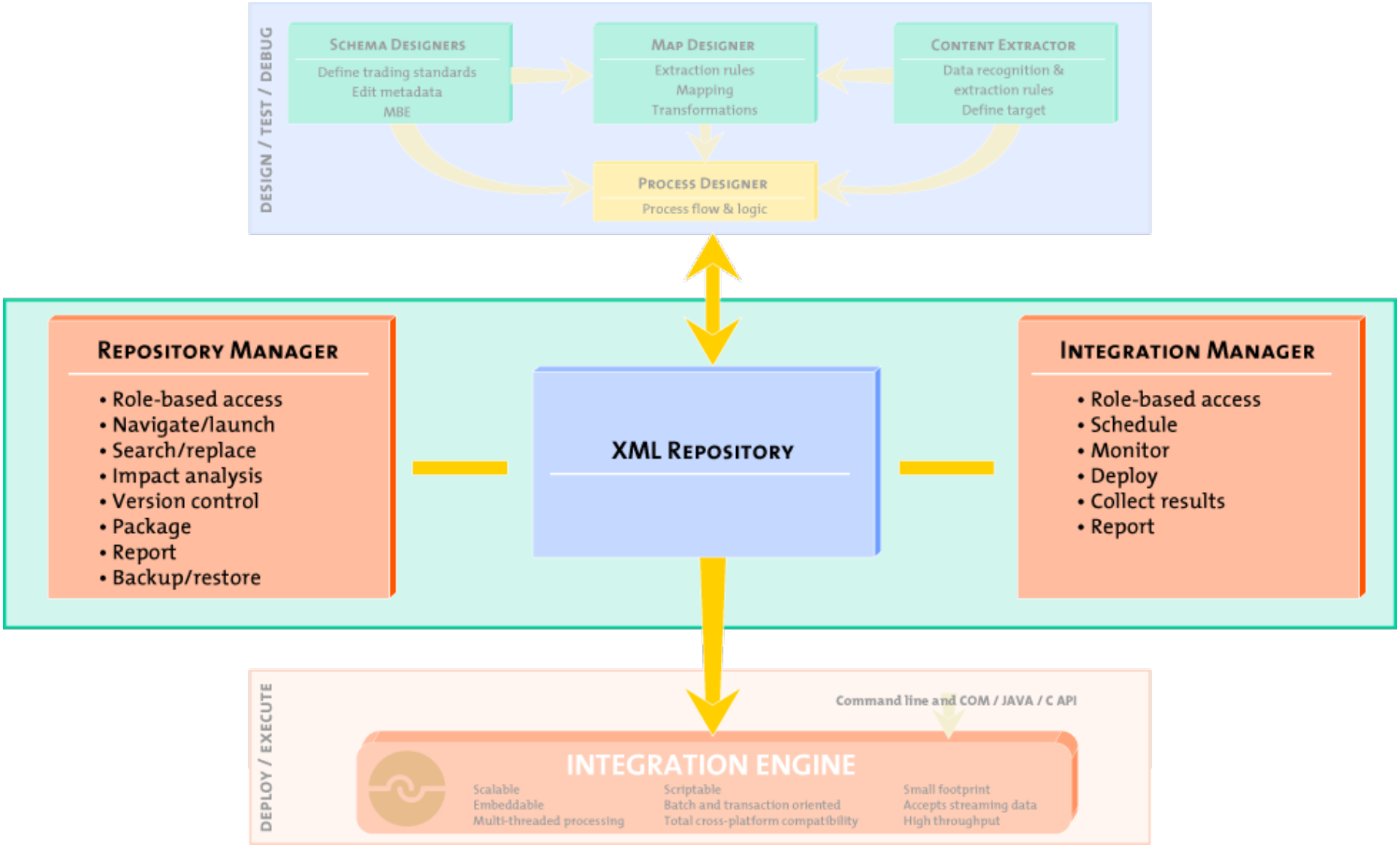
V8.0 Metadata & Production Management



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Product Demonstration

(following slides are for reference only)

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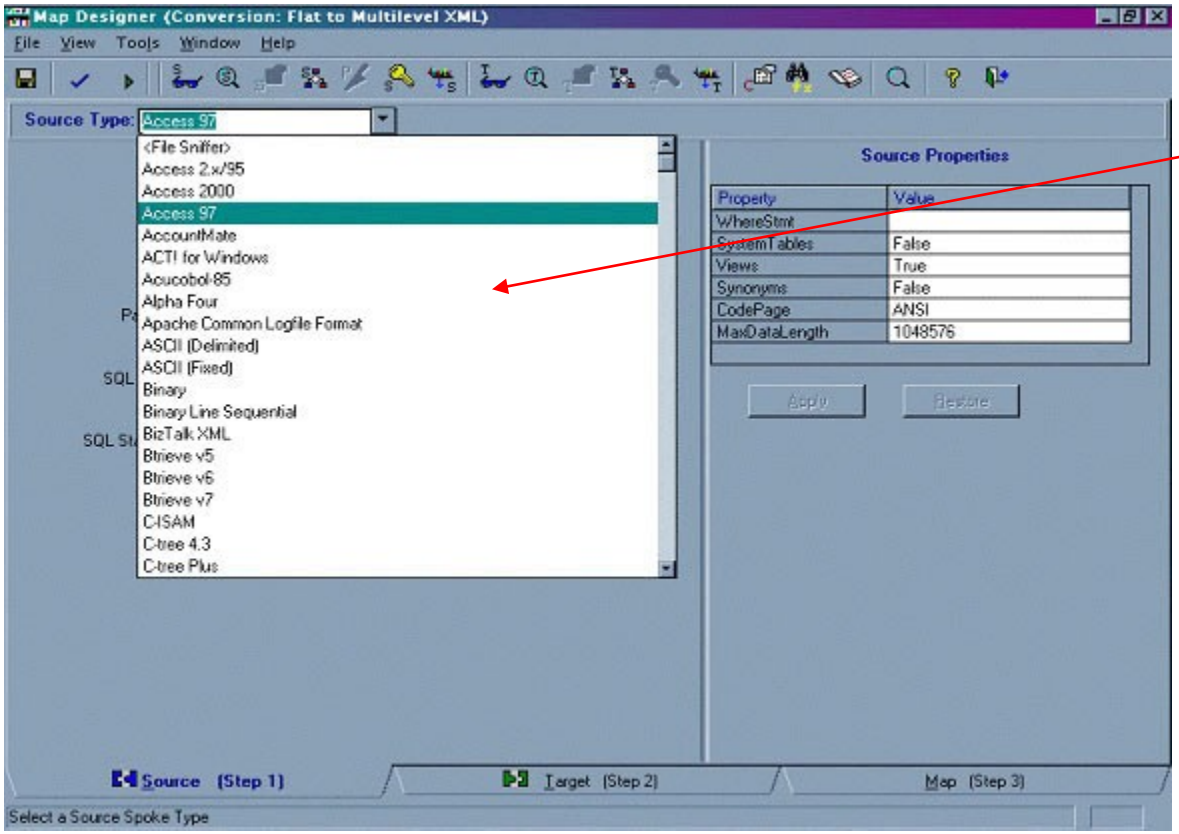
1 Source Definition



Over 150 Source-Side Adaptors

Connect to: 100's of applications, Legacy Data, Message Queues, EDI, XML, SAP, SQL DBMS, and much more.

Filter, Sort, De-dupe, Browse Live Data, use djIQ to create SQL queries for joining relational data.

Define the Source Connection - pick the Source Type, provide a path to the data, adjust Source properties, join related data from multiple sources, parse Binary data and if available - specify an external record layout such as a Cobol copybook, XML DTD or Schema, SQL DDL and more.

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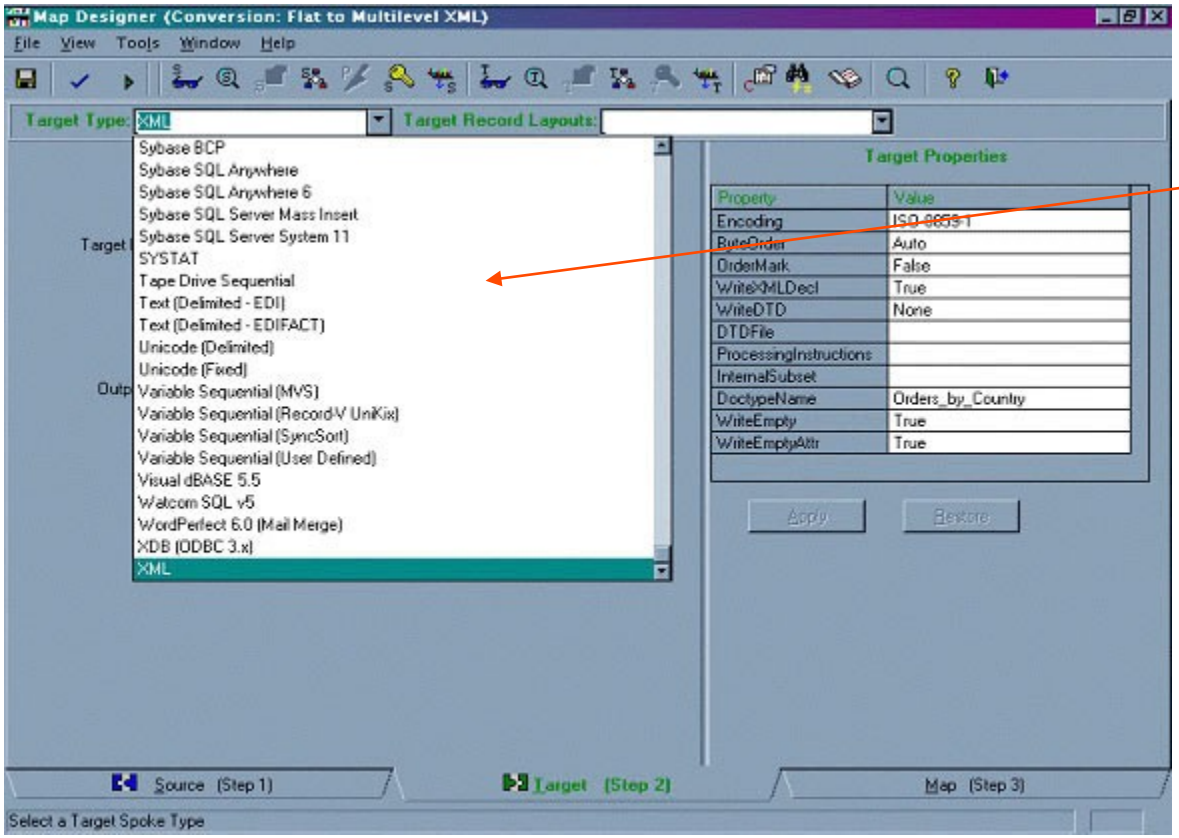
2 Target Definition



Target-Side Adaptors

More than just ETL, bi-directional adaptors allow integration between hundreds of applications.

Define the Target Connection - pick the Target Type, provide a path to create a new file or table, or connect to an existing data structure. Adjust Target properties, chose output mode, and if available - import ERWin metadata or specify an external record layout such as a Cobol copybook, XML DTD or Schema, SQL DDL

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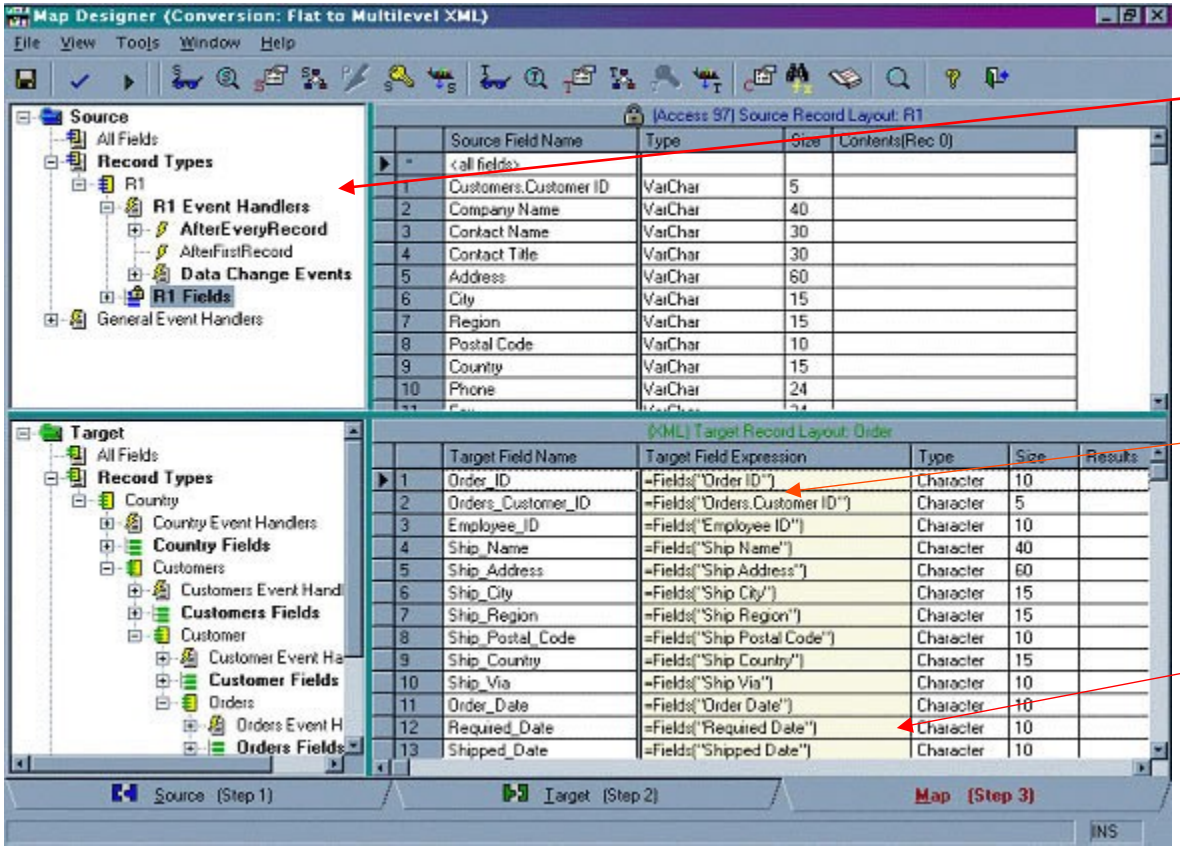
3 Drag & Drop Mapping


Map Designer (Conversion: Flat to Multilevel XML)
File View Tools Window Help
Source
All Fields
Record Types
R1
R1 Event Handlers
AfterEveryRecord
AfterFirstRecord
Data Change Events
R1 Fields
General Event Handlers
(Access 97) Source Record Layout: R1
Source Field Name | Type | Size | Contents(Rec 0)
1 Customers.Customer ID | VarChar | 5
2 Company Name | VarChar | 40
3 Contact Name | VarChar | 30
4 Contact Title | VarChar | 30
5 Address | VarChar | 60
6 City | VarChar | 15
7 Region | VarChar | 15
8 Postal Code | VarChar | 10
9 Country | VarChar | 15
10 Phone | VarChar | 24
Target
All Fields
Record Types
Country
Country Event Handlers
Country Fields
Customers
Customers Event Hand
Customers Fields
Customer
Customer Event Ha
Customer Fields
Orders
Orders Event H
Orders Fields
(XML) Target Record Layout: Order
Target Field Name | Target Field Expression | Type | Size | Results
1 Order_ID | =Fields("Order ID") | Character | 10
2 Orders_Customer_ID | =Fields("Orders.Customer ID") | Character | 5
3 Employee_ID | =Fields("Employee ID") | Character | 10
4 Ship_Name | =Fields("Ship Name") | Character | 40
5 Ship_Address | =Fields("Ship Address") | Character | 60
6 Ship_City | =Fields("Ship City") | Character | 15
7 Ship_Region | =Fields("Ship Region") | Character | 15
8 Ship_Postal_Code | =Fields("Ship Postal Code") | Character | 10
9 Ship_Country | =Fields("Ship Country") | Character | 15
10 Ship_Via | =Fields("Ship Via") | Character | 10
11 Order_Date | =Fields("Order Date") | Character | 10
12 Required_Date | =Fields("Required Date") | Character | 10
13 Shipped_Date | =Fields("Shipped Date") | Character | 10
Source (Step 1)
Target (Step 2)
Map (Step 3)
INS

When to Process?

Non-procedural, Event-driven approach

e.g., After First Record, After Every Record, On Data Change

What?

Source Elements
Stored Values
Literals
Limitless External Lookups

How?

Rich integration language with 150+ functions for limitless data manipulation, lookups and calculations all in a visual expression builder.

Hyper Productivity. The exclusive event-driven approach of the Map Designer offers unmatched flexibility and maximum use of developer time. Test transformations and create mappings with live data. Packed with functionality, the efficient-to-use GUI allows rapid design of any transformation or integration process.

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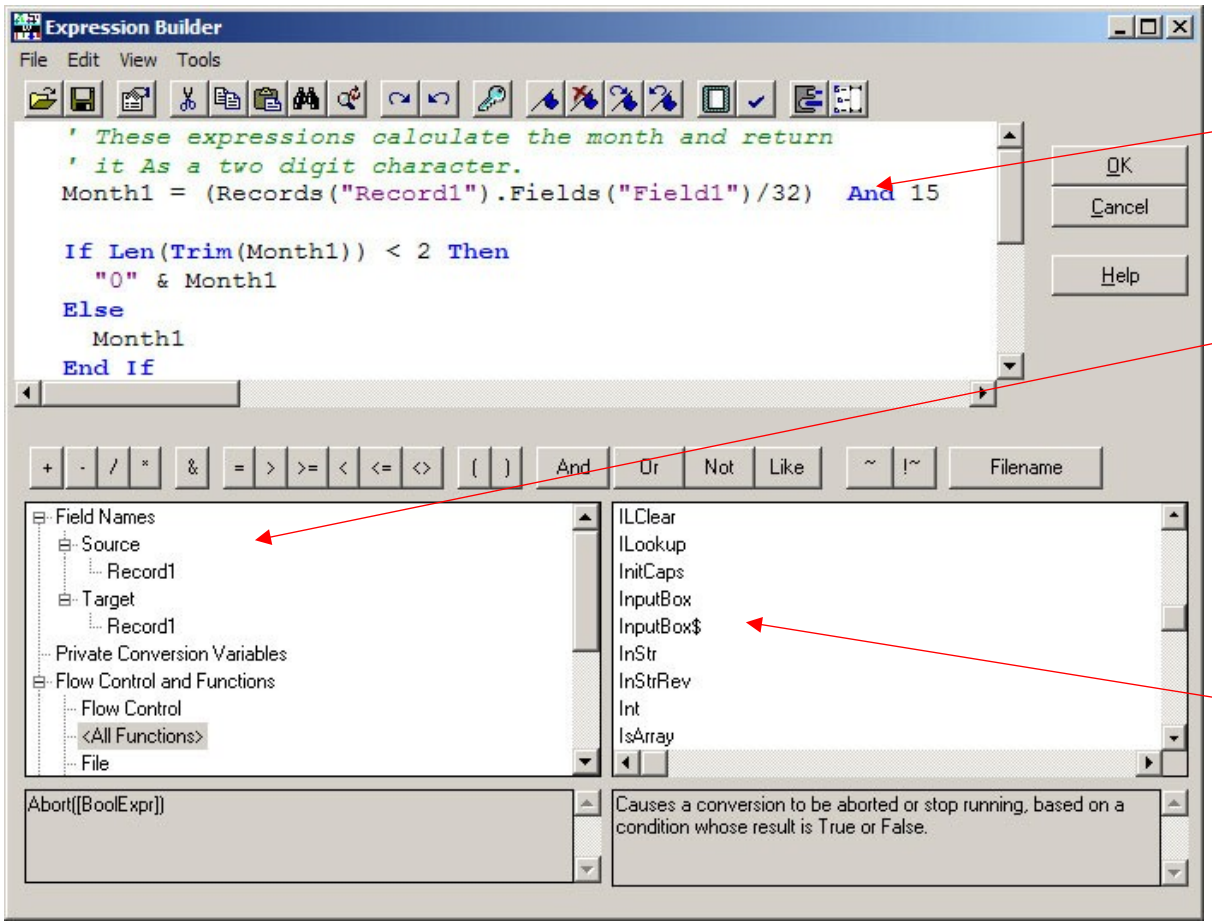
Expression Builder



Limitless nesting of functions to create any transformation or calculation.

Simply click any data element from the Source or Target and select functions to construct expressions.

Store and re-use complex expressions and User Defined Functions.

Over 150 fully documented functions with examples and *automatic* expression syntax validation.

The Expression Builder is available throughout the Map and Process Designers for complete control of the data using the DJ Integration Language. Perform limitless lookups including SOAP lookups, reference local and global variables, and much more.

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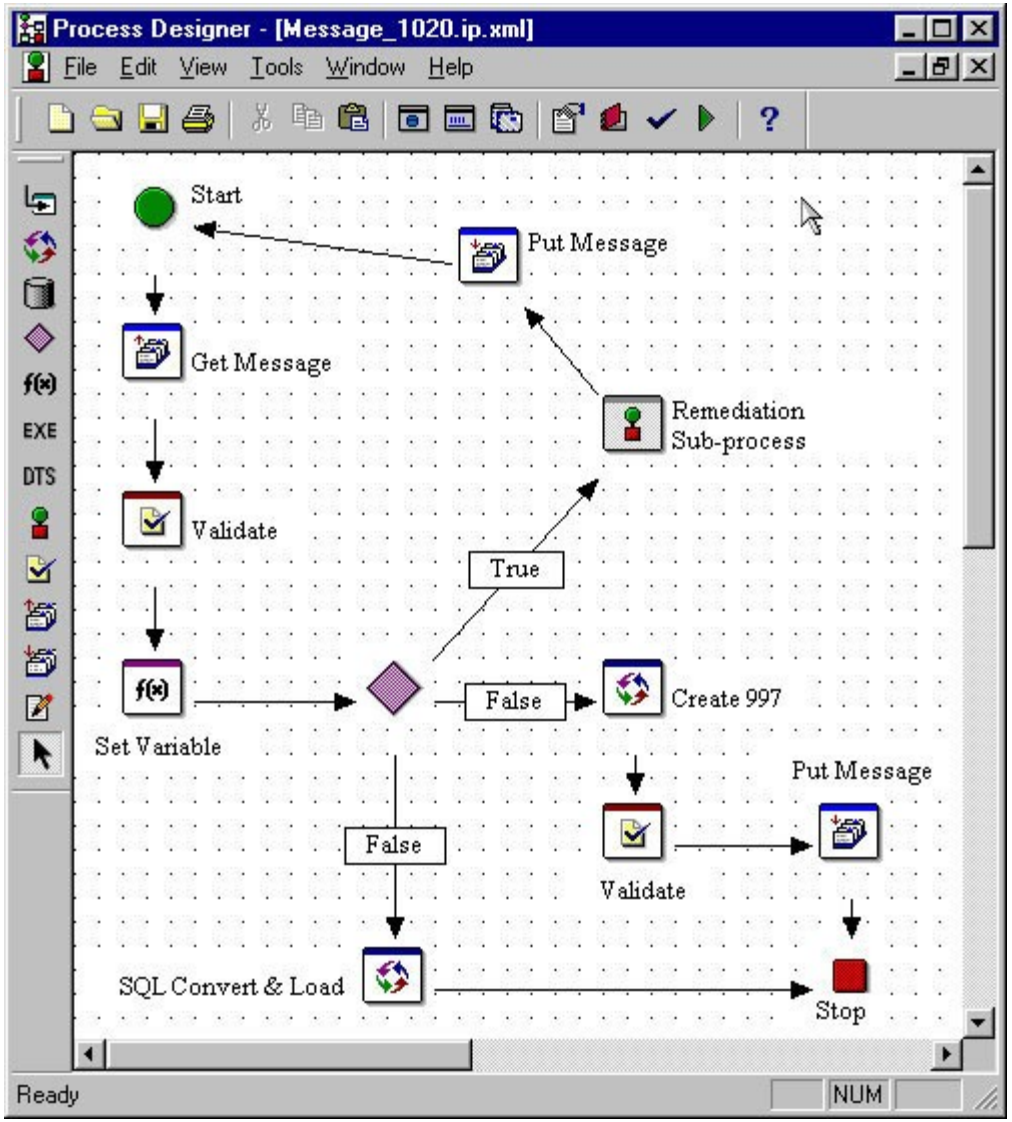
Process Designer - *executable* process - not documentation



Design, Test and Execute Visual Process Flows

Map Step
Any number of fully defined Map Designer sessions can be placed in a Process Design.

Decision Step
Conditionally control the Process flow using if-then-else logic.

Expression Step
Use the DJ Integration Language for data-driven control of the Process flow.

SQL Statement
Executes SQL for the SQL resources used in a Process design. Perform transformations capable of populating entire databases in a single process.

Application Step
Specifies the execution of external applications such as schedulers, electronic mailers, sort utilities, bulk loaders and indexing utilities.

Message Management
Control message exchange with

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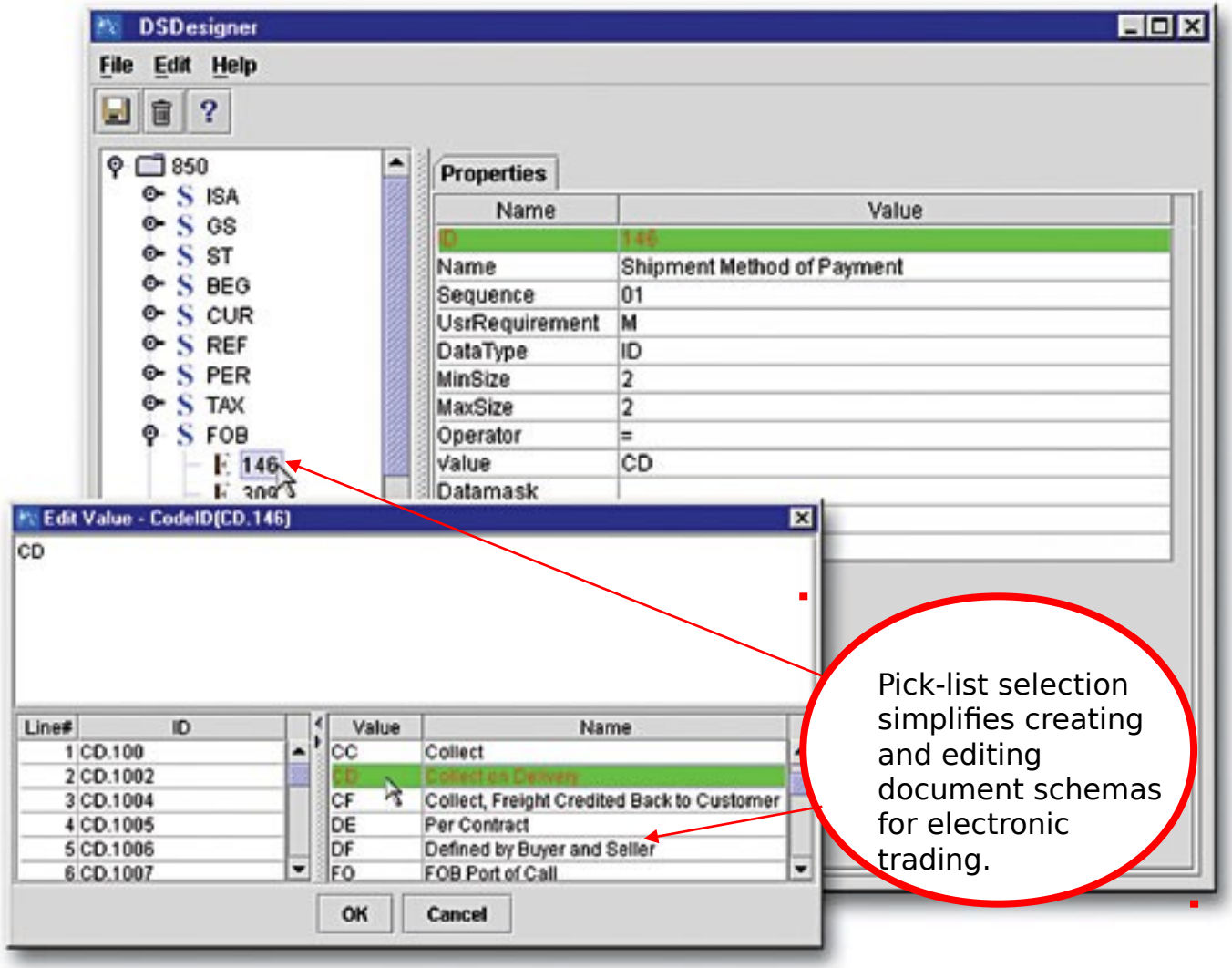
Document Schema Designer



- For EDI, HIPAA, HL7, SWIFT, SAP IDocs, and other non-XML trading standards
- Rapidly integrate new trading partners
- Quickly define or edit subsets from master standards
- Easily save and modify Document Schemas
- Quickly generate sample data for design process testing

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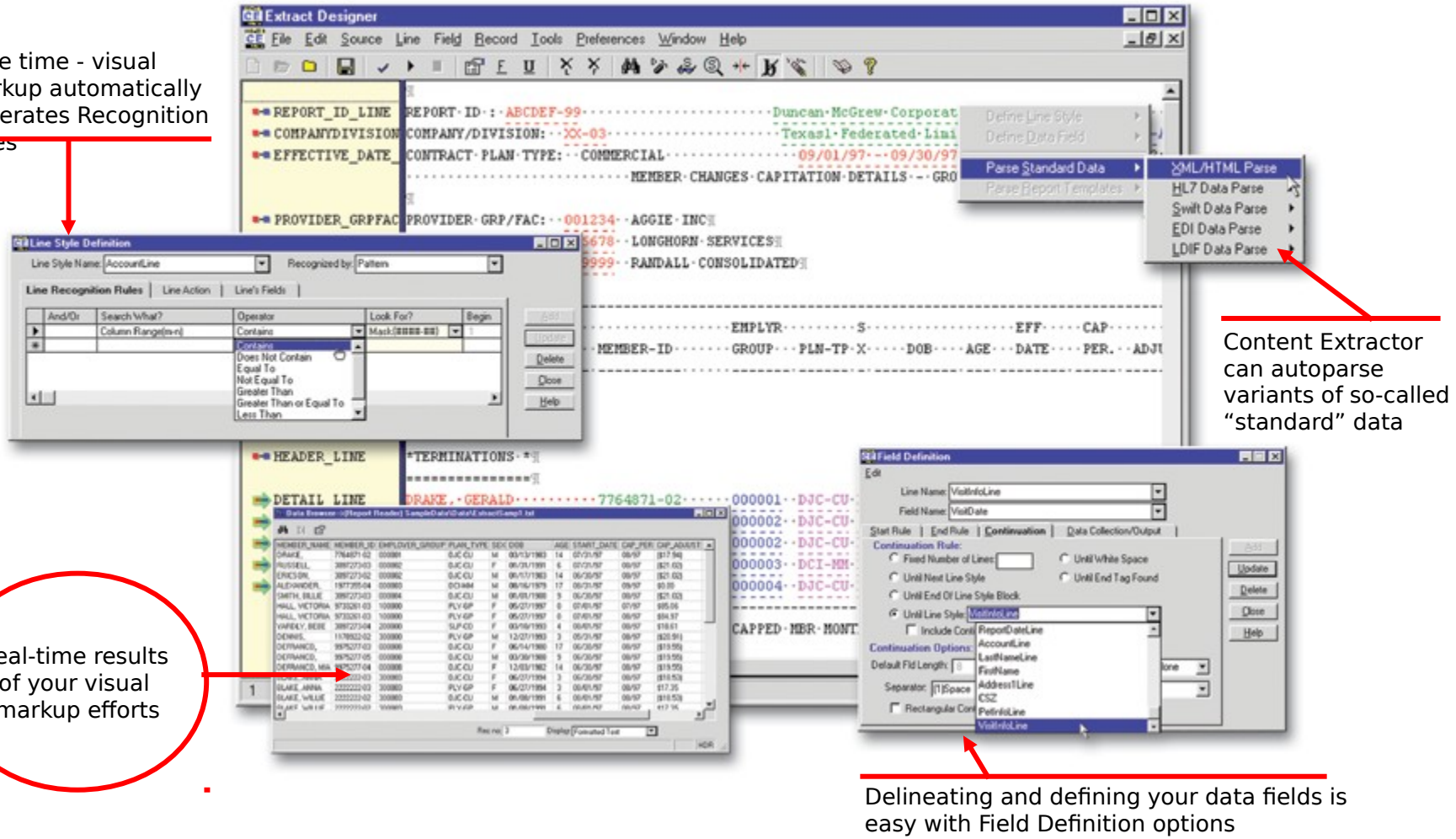
Data Junction®
Integrating the Interconnected World™

Content Extractor - Integrate ***Unstructured*** Data

Save time - visual markup automatically generates Recognition Rules



Content Extractor can autoparse variants of so-called "standard" data

Real-time results of your visual markup efforts

Delineating and defining your data fields is easy with Field Definition options

Used stand-alone or as a pre-process to the Map Designer, the Content Extractor creates row and column output from any unstructured data such as reports, email, print files, HTML and more.

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